

REP HEADLINE# 6258677 TRF# E:120731
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 09.11
CHANGES ** WFLA-TV ***

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS REP. # OFF. # SALESMAN #
AGY # AGY. NAME THE NEW MEDIA FIRM BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20003

ORDER # CONTRACT # 6258677 CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTCE FR POLT EST#1546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT11/12 09.11

REP: REVISION 10/10
SPOTS CANCELED ON LN'S 4,7,11,19,22
NEW TTL \$33,350
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEFEND JUSTICE FROM POLITICS

9/16/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 361 AGENCY EST# = 1546
AGENCY PRODUCT CODE = 379

4 S 600A-700A 30 \$1,350.00 10/26 10/26 0 FRI 0

PROGRAM : NC8 TODAY@6AM
CON COM1 : NC8 TODAY@6AM

7 S 1100P-1135P 30 \$2,500.00 10/29 10/29 0 MON 0

PROGRAM : NEWS CHANNEL 8
CON COM1 : NEWS CHANNEL 8

NOV 01 2012

10/16/12 REC (5)

REP HEADLINE# 0258677 TRF# E:120731
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP OCT11/12 09.11
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		1100P-1135P	30		\$2,500.00	10/27	10/27	0		SAT	0
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
19	S		1100P-1135P	30		\$2,500.00	10/23	10/23	0		TUE	0
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
22	S		500P-530P	30		\$1,700.00	10/24	10/24	0		WED	0
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
OCT/12			29050.00			NOV/12					\$4,300.00	
CONTRACT TOTAL												33350.00
TOTAL SPOTS												22

MARKET TOTALS \$647,950 WFLA 19% WFTS 24% WTSP 20% WTVT 19% WTOG 4% WTTA 3% WMOR 8%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 805 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Defend Justice From Politics/ Issue	Submission Cost:	33350	Campaign Ref:	E:120731122
Buyer:	..	Client/Product/Estimate:	361 /379 /1546	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06258677
Est/PO Number:	06258677	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Copy

Product:	Defnd Jstice Fr Polt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
2	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
3	M-F 6p News ...F..	01	2500	30 Comme	Nbr of Spots	1	1	2500
5	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
6	M-F 7a Today Show ...F..	02	1600	30 Comme	Nbr of Spots	1	1	1600
8	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
9	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
10	M-F 7a Today Show	02	1600	30	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					19	3	22	

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Submission Number 805 Issue 1



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Copy

Client:	Defend Justice From Politics/ Issue	Submission Cost:	33350	Campaign Ref:	E:120731122
Buyer:		Client/Product/Estimate:	361 /379 /1546	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06258677
Est./PO Number:	06258677	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
12	Sat 7a Today ShowS	02	750	30 Comme	Nbr of Spots	2	2	1500
13	Sat 9a NewsS	01	600	30 Comme	Nbr of Spots	1	1	600
14	Sun 9a NewsS	01	600	30 Comme	Nbr of Spots	1	1	600
15	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	02	1000	30 Comme	Nbr of Spots	1	1	1000
17	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
18	M-F 7a Today Show ...T...	02	1600	30 Comme	Nbr of Spots	1	1	1600
20	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
21	M-F 7a Today Show ...T...	02	1600	30 Comme	Nbr of Spots	1	1	1600
23	M-F 6p News ..W...	01	2500	30 Comme	Nbr of Spots	1	1	2500
Weekly Totals: Total Spots(Ord Spots)					19	3	22	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 805 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client: Defend Justice From Politics/ Issue	Submission Cost: 33350	Campaign Ref: E:120731122
Buyer: ..	Client/Product/Estimate: 361 /379 /1546	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06258677
Est./PO Number: 06258677	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
24	M-F 6a News ..W....	02	1350	30 Comme	Nbr of Spots	1	1	1350
25	M-F 7p News ..W....	01	2000	30 Comme	Nbr of Spots	1	1	2000
26	M-F 7a Today Show ..W....	02	1600	30 Comme	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					19	3	22	

Grand Totals			
		Month 10 Weeks: 4 10/22	Month 11 Weeks: 4 10/29
Spots	22	19	3
Cost	33350	29050	4300

Grand Totals:	Spots: 22
	Gross Total: 33,350.00
	Commission: 5,002.50
	Net Total: 28,347.50

ADV # _____ ADV. NAME ISS/DE. JUST FROM POLITICS REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME THE NEW MEDIA FIRM BUYER NAME MEDIA PLACEMENT

1322 G STREET SE
 WASHINGTON, DC 20003
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6258677 CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTICE FR POLT EST#1546 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE JUL31/12 09.09

REP: NEW ORDER
 TTL \$43,900 @27X
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 DEFEND JUSTICE FROM POLITICS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 361
 AGENCY PRODUCT CODE = 379
 AGENCY EST# = 1546

1			1135P-1237A	30		\$1,000.00	10/26	10/26	1		FRI	1
PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<												
2			500P-530P	30		\$1,700.00	10/26	10/26	1		FRI	1
PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P												
3			600P-630P	30		\$2,500.00	10/26	10/26	1		FRI	1
PROGRAM : NWSCH CON COM1: NWSCH												

8/16/12 PER (RE)

REP HEADLINE# 6258677
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL31/12 09.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,350.00	10/26	10/26	1		FRI	1
5			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$2,000.00	10/26	10/26	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,600.00	10/26	10/26	1		FRI	1
7			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/29	10/29	1		MON	1
8			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,000.00	10/29	10/29	1		MON	1
9			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	10/29	10/29	1		MON	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,600.00	10/29	10/29	1		MON	1
11			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/27	10/27	1		SAT	1
12			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$750.00	10/27	10/27	2		SAT	2

REP HEADLINE# 6258677
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL31/12 09.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
13			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$600.00	10/27	10/27	1		SAT	1
14			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$600.00	10/28	10/28	1		SUN	1
15			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/25	10/25	1		THU	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,000.00	10/25	10/25	1		THU	1
17			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	10/25	10/25	1		THU	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,600.00	10/25	10/25	1		THU	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/23	10/23	1		TUE	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,700.00	10/23	10/23	1		TUE	1
21			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,600.00	10/23	10/23	1		TUE	1

REP HEADLINE# 6258677
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL31/12 09.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			500P-530P	30		\$1,700.00	10/24	10/24	1		WED	1
			PROGRAM : NWSCH8 AT 5P									
			CON COM1: NWSCH8 AT 5P									
23			600P-630P	30		\$2,500.00	10/24	10/24	1		WED	1
			PROGRAM : NWSCH									
			CON COM1: NWSCH									
24			600A-700A	30		\$1,350.00	10/24	10/24	1		WED	1
			PROGRAM : NC8 TODAY@6AM									
			CON COM1: NC8 TODAY@6AM									
25			700P-730P	30		\$2,000.00	10/24	10/24	1		WED	1
			PROGRAM : ENT TONIGHT 30									
			CON COM1: ENT TONIGHT 30									
26			700A-900A	30		\$1,600.00	10/24	10/24	1		WED	1
			PROGRAM : TODAY SHW									
			CON COM1: TODAY SHW									
OCT/12			37100.00			NOV/12						
						\$6,800.00						
CONTRACT TOTAL												43900.00
TOTAL SPOTS												27

MARKET TOTALS \$647,950 WFLA 19% WFTS 24% WTSP 20% WTVT 19% WTOG 4% WTTA 3% WMOR 8%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Defend Justice From Politics/ Issue	Submission Cost:	43900	Campaign Ref:	E:120731122
Buyer:		Client/Product/Estimate:	361 /379 /1546	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06258677
Est./PO Number:	06258677	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Defnd Jstce Fr Polt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	43900
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type		10/22	10/29	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	1000	30 Comme	Nbr of Spots	1		1	1000
2	M-F 5p News ...F..	1700	30 Comme	Nbr of Spots	1		1	1700
3	M-F 6p News ...F..	2500	30 Comme	Nbr of Spots	1		1	2500
4	M-F 6a News ...F..	1350	30 Comme	Nbr of Spots	1		1	1350
5	M-F 7p News ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
6	M-F 7a Today Show ...F..	1600	30 Comme	Nbr of Spots	1		1	1600
7	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots		1	1	2500
8	M-F 1135p ET / 1035p CT Tonight Show M.....	1000	30 Comme	Nbr of Spots		1	1	1000
9	M-F 530p News	1700	30 Comme	Nbr of Spots		1	1	1700
Weekly Totals: Total Spots(Ord Spots)					23	4	27	

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Defend Justice From Politics/ Issue	Submission Cost:	43900	Campaign Ref:	E:120731122
Buyer:	...	Client/Product/Estimate:	361 /379 /1546	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06258677
Est/PO Number:	06258677	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-F 7a Today Show M.....	1600	30 Comme		1	1	1600
11	M-Su 11p NewsS.	2500	30 Comme	1		1	2500
12	Sat 7a Today ShowS.	750	30 Comme	2		2	1500
13	Sat 9a NewsS.	600	30 Comme	1		1	600
14	Sun 9a NewsS	600	30 Comme	1		1	600
15	M-Su 11p News ...T....	2500	30 Comme	1		1	2500
16	M-F 1135p ET / 1035p CT Tonight Show ...T....	1000	30 Comme	1		1	1000
17	M-F 530p News ...T....	1700	30 Comme	1		1	1700
18	M-F 7a Today Show ...T....	1600	30 Comme	1		1	1600
19	M-Su 11p News T.....	2500	30 Comme	1		1	2500
20	M-F 530p News T.....	1700	30 Comme	1		1	1700
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

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Client: Defend Justice From Politics/ Issue	Submission Cost: 43900	Campaign Ref: E:120731122
Buyer: ..	Client/Product/Estimate: 361 /379 /1546	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06258677
Est./PO Number: 06258677	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	10/29	Total	Cost
21	M-F 7a Today Show ..T....	1600	30 Comme	Nbr of Spots 1		1	1600
22	M-F 5p News ..W....	1700	30 Comme	Nbr of Spots 1		1	1700
23	M-F 6p News ..W....	2500	30 Comme	Nbr of Spots 1		1	2500
24	M-F 6a News ..W....	1350	30 Comme	Nbr of Spots 1		1	1350
25	M-F 7p News ..W....	2000	30 Comme	Nbr of Spots 1		1	2000
26	M-F 7a Today Show ..W....	1600	30 Comme	Nbr of Spots 1		1	1600
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

Grand Totals				Month 10 Weeks: 4		Month 11 Weeks: 4	
				10/22		10/29	
Spots	27			23			4
Cost	43900			37100			6900

Grand Totals:	Spots: 27
	Gross Total: 43,900.00
	Commission: 6,585.00
	Net Total: 37,315.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, The New Media Firm
do hereby request station time concerning the following issue:

Defend Justice From Politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Defend Justice From Politics

Does the programming (in whole or in part) communicate “a message relating to any political matter of national importance?”

☐ Yes
 ☐ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Defend Justice From Politics, Inc., 8131 Vineland Avenue, PMB #168, Orlando, FL 32821

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Elizabeth Hernandez - President and Treasurer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/23/12

Date

 

Signature

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP.: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV.: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 10/28/12 E:120731122
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033227
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/22/12-11/04/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1546
Desc: 06258677

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh									
1000.00	1	1		10/26	FR	12:32A	30 TV104X12212H :30 Commercial	1000.00	
M-F 5p News									
1700.00	2	1		10/26	FR	05:22P	30 TV104X12212H :30 Commercial	1700.00	
M-F 6p News									
2500.00	3	1		10/26	FR	06:09P	30 TV104X12212H :30 Commercial	2500.00	
M-F 7p News									
2000.00	5	1		10/26	FR	07:24P	30 TV104X12212H :30 Commercial	2000.00	
M-F 7a Today Show									
1600.00	6	1		10/26	FR	07:56A	30 TV104X12212H :30 Commercial	1600.00	
Sat 7a Today Show									
750.00	12	2		10/27	SA	07:29A	30 TV104X12212H :30 Commercial	750.00	
				10/27	SA	08:42A	30 TV104X12212H :30 Commercial	750.00	
Sat 9a News									
600.00	13	1		10/27	SA	09:14A	30 TV104X12212H :30 Commercial	600.00	
Sun 9a News									
600.00	14	1		10/28	SU	09:50A	30 TV104X12212H :30 Commercial	600.00	
M-Su 11p News									
2500.00	15	1		10/25	TH	11:11P	30 TV104X12212H :30 Commercial	2500.00	
M-F 1135p ET / 1035p CT Tonigh									
1000.00	16	1		10/25	TH	12:09A	30 TV104X12212H :30 Commercial	1000.00	
M-F 530p News									
1700.00	17	1		10/25	TH	05:47P	30 TV104X12212H :30 Commercial	1700.00	
M-F 7a Today Show									
1600.00	18	1		10/25	TH	07:22A	30 TV104X12212H :30 Commercial	1600.00	
M-F 530p News									
1700.00	20	1		10/23	TU	05:38P	30 TV103X12212H :30 Commercial	1700.00	
M-F 7a Today Show									

*** Continued ***

PERIOD COST 29,050.00

19 Total Units		
ACTUAL GROSS BILLING	29,050.00	Debits .00
AGENCY COMMISSION	4,357.50	Credits .00
NET DUE	24,692.50	TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER PRODUCT
Defend Justice From Politics Defnd Jstce Fr Polt

INVOICE NUMBER 0100033227
BROADCAST MONTH 10/01/2012 - 10/28,
AMOUNT DUE 24,692.50

REMIT TO:

*00209

000034365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012 WFLA I SS
INVOICE DATE 10/28/12 E:120731122
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100033227 2 10/01/2012 - 10/2
SCHEDULE DATES
10/22/12-11/04/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1546
Desc: 06258677

SCHEDULE		ACTUAL BROADCAST						RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6p News	1600.00	21	1	10/23	TU	07:29A	30 TV103X12212H	1600.00	
						*WFLA	:30 Commercial		
M-F 6a News	2500.00	23	1	10/24	WE	06:28P	30 TV104X12212H	2500.00	
						*WFLA	:30 Commercial		
M-F 7p News	1350.00	24	1	10/24	WE	06:41A	30 TV104X12212H	1350.00	
						*WFLA	:30 Commercial		
M-F 7a Today Show	2000.00	25	1	10/24	WE	07:10P	30 TV104X12212H	2000.00	
						*WFLA	:30 Commercial		
	1600.00	26	1	10/24	WE	07:26A	30 TV104X12212H	1600.00	
Total Airtime Gross Spot Revenue:							29,050.00		

PERIOD COST	29,050.00	19 Total Units			
		ACTUAL GROSS BILLING	29,050.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	4,357.50		Credits .00
		NET DUE	24,692.50	TOTAL RECONCILING	.00

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Tampa, FL 33606
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INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 11/25/12
ORDER TYPE Political
WFLA I SS
E:120731122
WFLA
INVOICE NUMBER 0100033821
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES
10/22/12-11/04/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1546
Desc: 06258677

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh										
	1000.00	8	1	10/29	MO	12:00A	30	TV104X12212H	1000.00	
M-F 530p News										
	1700.00	9	1	10/29	MO	05:57P	30	TV104X12212H	1700.00	
M-F 7a Today Show										
	1600.00	10	1	10/29	MO	07:59A	30	TV104X12212H	1600.00	
Total Airtime Gross Spot Revenue:	4,300.00									

PERIOD COST 4,300.00

3 Total Units
ACTUAL GROSS BILLING 4,300.00
AGENCY COMMISSION 645.00
NET DUE 3,655.00
SUB-TOTALS Debits .00 Credits .00
TOTAL RECONCILING .00

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Defend Justice From Politics
PRODUCT Defnd Jstce Fr Polt

INVOICE NUMBER 0100033821
BROADCAST MONTH 10/29/2012 - 11/25/
AMOUNT DUE 3,655.00

REMIT TO:

*00178

000034365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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